

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

The Apple for the Millions **KEYSTONE RED**

Public Choice Sweeps Keystone Red Into a Class Far Above Any Other Long-Keeping Red Winter Apple

Keystone Red is a beautiful, rich, dark red, firm-skinned apple, symmetrical in form and extra delicious in quality. It holds its aroma and delicious flavor during long months of storage. Keeps well until late winter or spring in an ordinary cellar or pit, has none of the spongy punkiness that characterizes the average apple after long storage. It has great shipping and keeping qualities. It is a vigorous grower, very healthy and disease resistant and comes into bearing very young.

Keystone Red is a **SURE BANK ACCOUNT BUILDER**. It creates its market on sight and is a **STEADY PRODUCER**.

After the wonderful Keystone Prize Delicious (another exclusive Keystone strain described on page 3) Keystone Red comes right on the market to supply the demand for a high class quality apple. Three and four year trees produce amazing quantities. You won't regret growing Keystone Red.



A tree **LOADED WITH KEYSTONE RED**—the best red winter variety.

GUARANTEE!

We don't think of a cow as a cow or poultry as poultry. Why think of fruit trees as trees? There's a difference. Pedigree counts. Every Keystone Fruit Tree is backed by a Mother tree of known productiveness and quality.

When you deal with Keystone you deal with a reputable, financially responsible organization of the highest standing. We guarantee every statement in this folder and every illustration as genuine and bonafide. We further guarantee all stock shipped as first quality, inspected by the authorized officials of Pennsylvania, pronounced free from disease and pests—the best money can buy.

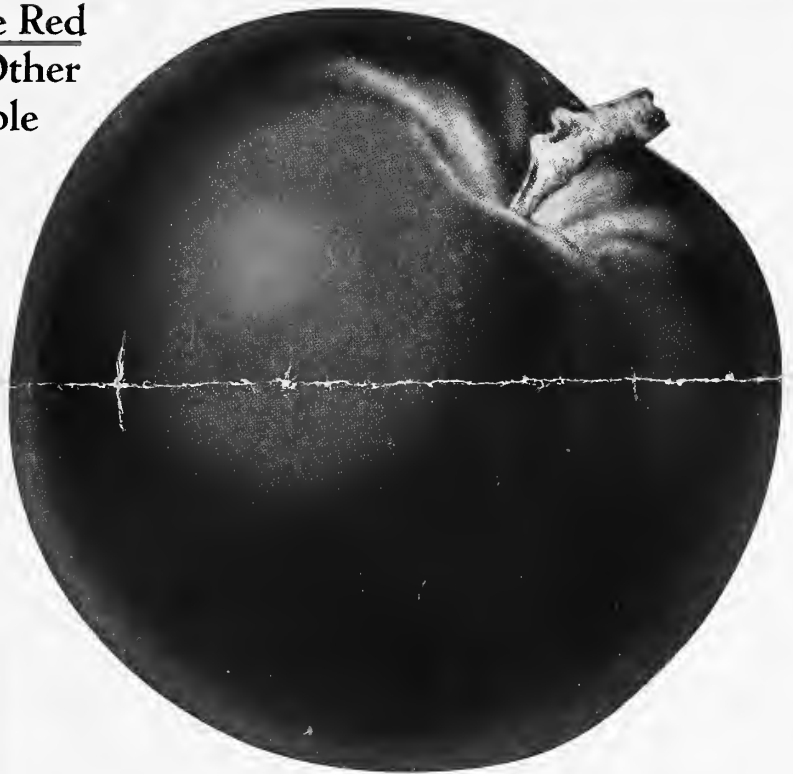
KEYSTONE STATE NURSERIES.

"Your Way of Packing Does Away With Distance"

Dear Sirs:

"St. James, Minn., October, well. Your way of packing does away with distance. Your trees started just as good as other trees that I got from only a few miles away.

Very respectfully,
A. M. BJÖRKMAN."



"I will plant 500 trees of this variety"

My experience with Keystone Red Apple has been exceedingly gratifying. As to quality, it has no equal. The aromatic, spicy flavor is unapproached by that of any other apple; just the right amount of juiciness.

The beautiful white flesh wrapped in a dark mahogany red skin has proven most attractive to my trade—building up enduring demand for the wonderful KEYSTONE RED.

With the exception of KEYSTONE YELLOW DELICIOUS, it is the youngest bearing apple I have ever seen—so hardy in bud. (I suppose this is because it originated in the North.)

The KEYSTONE RED and KEYSTONE YELLOW DELICIOUS are the best varieties to withstand our severe winters. It is a longer keeper than Original Strain Delicious.

I will plant 500 trees of this great variety next year.

SWEMSON, Illinois.

NOTE!

All our stock is grown at New Galilee, Pa., where plants must be hardy to survive. In the South and West it is possible to grow a graft from early Spring planting, head back in June and deliver a so-called two-year-old in October of the same year. We do not and will not endorse or practice this deception on our customers. Just as the North has always produced a superior tree, so Keystone varieties are superior to any others grown. **Remember that when you buy KEYSTONE.**

Keystone State Nurseries

Pittsburgh, Pa.

**READ
OUR
OFFER**

\$10,000 FOR BETTER VARIETIES

On page 3 of this folder we prove our confidence in a sensational offer of \$10,000. Read it—and prove our statements.

The Famous **KEYSTONE YELLOW DELICIOUS**

The Empress of All Yellow Apples

**A Favorite Wherever Planted—
A Seller Wherever Displayed**

One of the hardiest apples grown, Keystone Yellow Delicious has borne fruit when apples in over half the states have failed. It has a wonderful golden color, unsurpassed flavor and for crispness and juiciness it has no rival.

Three-Time Blooming You're Bound to Make a Profit

Its most valuable characteristic is its triple-blooming. Thus you have greater assurance of a crop than with a single bloom. Where early bloom has set fruit may resist frost that kills the late blooms. If the early bloom is killed, there are still other chances to make a profit from the crop. In short, you are bound to make money from Keystone Yellow Delicious even under adverse weather conditions.

Not only is it unusually attractive with its rich golden yellow texture but it keeps under long storage conditions, retaining its aroma and flavor.

"The Best Yellow Known Today"

"Yellow Delicious repeats again. As you know it began bearing the second year—has borne an immense crop, considering the size of the tree, every year since.

I consider this wonderful apple the best yellow known today. In my orchards and those of my neighbor adjoining me is every yellow apple we have ever heard of. There is only one that any way near approaches my GREAT YELLOW DELICIOUS, and it does not surpass a single point of MY APPLE."

Respectfully,
WILLIAM AMSLER,
Baden, Pa.

AN ORCHARDMAN'S OPINION

Of Keystone State Nurseries Stock and Management

"I have bought hundreds of trees from other nurseries; thousands from this (Keystone Nurseries.) By comparison, there are no finer trees anywhere or trees of any better quality than the Keystone Nurseries are growing today. They are keeping up with modern methods in developing varieties, and keep in touch with the best and latest methods of caring for stock. Those in charge, Mr. J. M. George and his two sons (E. R. and D. G. George) are men of the highest character, men you like to associate with, men you like to do business with. There are no debates about shipping, delivering, or anything else and as to service, I have never had the equal from any one else I have dealt with. You can go out and represent anything they say to you as being exactly true. They make absolutely no misrepresentation as to quality or variety for these gentlemen so far as humanly possible sell just the quality and variety they represent they are selling. I have watched this nursery ever since it started and know these men have an honest purpose and have a high ideal in their work and they are getting results. My friend, you can not find trees anywhere better than these gentlemen are growing."

L. M. KYES,
East Palestine, Ohio.

NOTE: Mr. Kyes is one of the largest orchardists in Eastern Ohio, having thousands of trees in his orchard. He is a business man and banker of the highest standing. The above remarks were made at a meeting of business and professional men, addressed by Mr. Kyes.



After an exhaustive investigation, the owner of this orchard selected Keystone trees exclusively. Note the uniform size of the trees as far as the eye can see.

"Surpasses Grimes Golden"

"I consider Yellow Delicious the most wonderful yellow apple. It far surpasses Grimes Golden. Little two-year-old trees produce Fine Big Yellow Apples—the most beautiful sight you ever saw."

W. B. NORTH,
Pennsylvania.

**Keystone Yellow Delicious Always Bears True.
It Does Not Produce Russet, But a Pure Yellow
Color So Highly Desired.**

\$10,000

For Better Varieties

The Keystone State Nurseries have a standing offer of \$10,000 for a better fruit as to season and color than Keystone's exclusive varieties. To date we have never been called upon to make good this claim, and are so positive that Keystone strains are all that we say that we again make this sweeping offer to any grower who can prove that there is a variety better than Keystone.

KEYSTONE PRIZE DELICIOUS

The Worlds Best Delicious Strain

"The Apple of the Century"

The Keystone Prize Delicious is the MINT of the commercial fruit grower. It is the leading apple of the age because of its splendid flavor, wonderful hardiness and resistive qualities.

Last year Keystone Prize Delicious brought \$5.50 to \$8.00 per bushel. THINK OF IT!

We offer the ORIGINAL STRAIN DELICIOUS. Prof. E. P. Taylor, a recognized authority, says "I never saw a diseased Delicious," referring to the original strain.

This wonderful Keystone variety was taken from an orchard of 200 Original Strain Delicious. In this orchard 36 trees outstripped all others. Out of these one in particular was unprecedented in its results, and began bearing in three years. Uniform dark red—the fruit on the entire tree turned red much earlier than fruit on the other trees. The sixth year it bore 4½ bushels, the 7th year 6 bushels, the 8th ten bushels. It produced in years when the others failed.

So you see the record behind this grand variety is of the highest. It is the superior Delicious to date!

LET US USE OUR HOME MARKET You Have the Land--We Have the Trees

Better Fruits from Keystone's Northern-Grown Stock always command a higher price than Southern or Western Fruits. These come here with freight and tax added, while you can command the same prices that people pay for them and make the extra profit. Then, too, you have the advantage in that you sell quality fruit when it's from Keystone Northern-grown Trees. Buy from the Keystone Nurseries—grow the best values, get top-notch prices!

MAINE

and FLORIDA

United in Endorsing KEYSTONE STOCK. Our stock is the best and our long-distance packing methods deliver the goods to the purchaser in a healthy, growing condition, as evidenced by these letters:

The Peach Trees are wonderful—the best I ever got from a nursery.
J. VONTIK, Kent's Hill, Me.

Stock arrived here in good condition. Thanks.
E. PEASE, Box 612, Fort Myers, Fla.

Keystone State Nurseries

—:— Pittsburgh, Pa. —:—



Keystone Prize Delicious

What They Say

I have an orchard of Keystone Prize Delicious of great promise. Fruit is very highly colored, evenly distributed, and of wonderful uniformity. In size and quality simply ideal. Has withstood lowest temperatures without injury. The trees are strong, vigorous growers, built to carry heavy loads. Free from all indications of disease and insect injury.

I am very enthusiastic over your Prize Delicious. My trees came into bearing at three and four years.

J. MONCREIST.

My Keystone "Thoroughbred" Trees are the wonder of this section. Prize Delicious, Keystone Red, and Keystone Yellow all began to bear the third year. Keystone Yellow bore fruit second year.

Keystone Prize Delicious is the best strain of the entire Delicious family. It is thicker through the base, the knobs are not so pronounced causing less waste in packing, and the color is distinctly redder and more even than any other Delicious.

E. B. EMMONS, Illinois.

One box of my select Keystone Prize Delicious sold in our City Church Fair for \$22.00. The people could hardly believe that they were real apples. They were such a beautiful red, uniform size, and handsome appearance. No Western apples ever equalled mine for quality. I always get the highest price for my Keystone fruits.

O. W. BESSINGER, Pennsylvania.

KEYSTONE PEACHES

Quicker Bearing - Sure Fruiting - More Profits

The Million-Dollar Varieties



KEYSTONE MAXWELL

The Largest and Best Early Yellow Peach in the World.

KEYSTONE MORROW

A hardy, vigorous, young bearing Peach to team with Maxwell.

Maxwell Peach Trees Set Spring, 1924, bore from 3 to 13 peaches per tree in 1925, in the orchard of Calvin Stump, at Clinton, O. Mr. Stump claims Maxwell and Morrow create a sensation among fruit growers in his neighborhood. Never had they seen trees bear so young, nor such wonderful vigorous growth. Trees less than 2 years old were larger than ordinary trees at 4.

Keystone trees in the immense Zundel orchard at Negley, O., were producing from 1 bushel to 3 bushels per tree on three and four year old trees.

Maxwell and Morrow are the pair that create riches for progressive peach growers.



Mrs. Morrow, the discoverer of Morrow Peach said: "It is the prettiest peach tree when in bloom I ever saw. Beautiful as an ornamental."



Mr. Zundel (left), Mr. F. R. George at right. This Morrow Peach Tree, which Mr. Zundel planted, bore 2 bushels 3 years after planting. His Morrow Peaches won 1st in Sweepstakes Class, Columbian Fruit Show.

NORTHERN GROWN - SUPERIOR QUALITY - TOP MARKET PRICES

Maxwell and Morrow are of Allegheny County, (Penna.) origin. Here in the North, trees must be hardy to survive, must withstand draughts and climatic changes. Thus Maxwell and Morrow grow strong and sturdy, produce in quality as well as quantity and are magnificent in appearance and always demand top market prices.

Maxwell ripens from the 10th to 20th of August in Allegheny County, averaging larger than J. H. Hale, while Morrow ripens about the time Elberta is off the market, when late buyers are inquiring for a large, luscious, yellow, free-stone peach. Both are almost identical, the principal difference being in season of ripening.

Mrs. Morrow got \$1.00 more a bushel for Morrow than for Elberta or any other variety. People begged for them.

We have other original strains, the J. H. Hale and Keystone Pure Gold, the latter the jewel of all late yellow freestones. When you have these four great Keystone strains you have the peer of all peach creations—every one a profit-maker

The Maxwell Peach is far better than you people recommend it to be. Every one who sees them says, "They are the finest peach they ever saw in their lives." Mrs. Robinson said she never bought anything to compare with the Pure Gold Peach. I had a half dozen of those Peaches to show at the fair. They were the finest things, just waxy. They would make anything in the fair look inferior.

You have treated me in every way just as you agree.

Yours truly,
C. N. STICKEL,
Beaver Falls, Pa.

It gives me pleasure to advise that I have grown your "Sunrise" and "Pure Gold" peaches and have found them to be excellent bearers, beautiful in appearance and exquisitely flavored."

Yours very truly,
FRED SHAFFER,
Apollo, Pa.

I am sending you express money order in payment for nursery stock, and wish to say that stock arrived in fine shape and is doing well. I am sure well pleased so far.

Yours very truly,
O. F. ROTH,
Kansas City, Mo.

"I wish you were here now to see your trees; they are the finest trees in this section—I certainly feel proud of them. They are a beautiful peach—small seeds, freestone, beautiful, red cheeks. These trees were planted in April, 1924. They certainly made a wonderful growth and nearly all bore peaches summer of 1925. I pulled off in most cases all but two or three. They are certainly drawing the attention of fruit growers. Come and see them."

CALVIN J. STUMP, Clinton, Ohio.

KEYSTONE STATE NURSERIES PITTSBURGH PA.